661-5055

BA ← ban on 90 min flights announced.
David Swan.

Bushorg will see Clive on Monday.

Virgin ←

reaction to react.

competitor reach & policy ⊕
Paris, Brus., Heath, KLM, Luft.

customer satisfaction.

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* Smoker survey ← peter pubits Ernest Pool ← SRG
travel agencies,
Employees, & suppliers. → Smokers
by agencies & smokers

Non-smokers

Ritter
Science ← ① German Biostatistics → Schneider et. al.
series of articles
Germany, UK, France, U.S, Czech.
plans w/ leg./media.

② Other companies initiatives.

③

Voss 100 Kroner / year
attribution problem
+ [illegible] pay to DK. (7:1) $15,000

In Part
Finland
Lith.
+ Egypt
Turkey

~~[illegible]~~ Out of
Sweden

Benelux
Switzerland
Hungary
Moscow

HoReCa -
Dr Hubescher { Sept. Global mtg }
Int'l HoReCa
Survey.
Trips / briefing.

Mops)

Forczey - what country included..

Eurotoques: leading chefs of Europe
European chefs around the world
U.S.
KGFI.
- better to do an ent'l survey of HoReCa
or of Eurotoc.

⇒ Paul Bocuse will develop a relations and
Gerard will retain.

~~EC. DG V ← Social Affairs, Health & Employment~~

~~DG - industrial affairs~~
~~- environment~~
~~- internal market.~~
~~Advisory - committees.~~

~~⇒ Audit of all EC institutions w/ capability of legislation on ETS~~

Y&R Mike Feldman 11:00

212-207-9888
1 Dag Hammarskjold Plaz
7 Fl
10017,

608 752 1251 Engleside Inn.

Forsey ← prgm + supplier

Belgium ← Paul Broecky meeting of agency

Consultants program
Stig ←
D.W.B ←

D. Laufer Debutt you bring in Dr. AFJB, CEO.

R. Hines/ Labor coalition
D. Martin Policy group cross fertilization (eg. Adam Smith Inst.)

MW Assess EC comm. survey questionnaire.

C&B Cairo Romania
Ankara Warsaw
Slovakia St. Pete

Heidleberg feedback from Lister (Peter Lee).

FAX → Lister IARC questionnaire.

MW

132,000
3563
23
43

176
26

Z901-844

BA — - TDC
- Ad Agencies
- B/M

IAPA (Howe/Bromahan)
Guild of business travel agents in the U.K.
Forrest
Write in to the Board
grass roots approach → UK co, suppliers...
PM co.

~~44-71-828-2041~~ Avery Gerryann Schultz

Hogan - how much $ does PM spend w/ BA
- employee message; no BA first class

→ H. Christian EC
R. ~~[illegible]~~ Schwezjer
cc OWB
DIG
JH

MW white collar unions in Europe - discuss w/ DIG
role of IUF/ECF

~~Eliz. Claypool - NY 120/RB/KOFT~~

John Tripodi KOFT Tom Ford

Margery Krauss ← George Nassif Slovenia / Barry Schwenk

US Air

Brussels – Luxembourg: Wed Lisbon
Nassif – Mon/Tues.

RTI – Jacqui concerned ~~that~~ could box us into a corner if we ~~#~~ publish use

- will analyze spend
  consider alternative
- titles campaign

- I should call Swen, ~~also~~

- JS will Imperial + Roth – U.K. agencies
  MW will Swen
  " " Burks
  " " Boyse

BA $567,846 1992
276,476 6 mos. '93 } grow w/ VA agt. – will be reduced

~~NYD 120~~ U.S. Travel

TAC – ETS Sept 9. meetings
U.K. Law brief. Now – for new
– engineering costs

Travel	Brussels	Lausanne
	Lister	Reif / Ritter
	Lindheim	Andrade
	Baylis	Reiman
	Boecker	Carlson → et. al
	Sullivan	
	BIG	
	DWB	

Joe Bombach.

Cathy Griffin & Chris

TL Nat'l smokers alliance.

TAC - letter writing has been recommended
- visit Ayling by [illegible] & execs

~~Ef~~ 32-2-231-1797 } Le Pere
353 1660 1576 }

CECCM focus on workplace @ EC,
working group on ETS
~~Brussels~~ London · Sept 8.

Ted fax 212-907-5716

plans. programs execution/
application

Reif
IBRC
EPA
On-going activities
Work of regions

Clive Turner.
- HBI → Mops to check.

Reif ① Engineering (HBR)
- IAQ
② ventilation standards w/ Mops.
° TC-205 mbrshp from other ctys.

Envirosense ANSI committee.

~~Restaurant~~ ③ Hospitality
- Spring O'Brian → hotels contacts.
* @ Hyatt v. interested in concepts.
a marketing opportunity
UK, German Kuwait
also members of IHA.
Toronto Congress

- Rest. Ⓐ HoReCa
- ① ↳ Hubscher wants money
② in-market programs.

I - 1 =

UK Trip. Paul
Donoghue O'Brian ⇒ IHA/Hyatt. (Belgium Interrel)
Turner
CECCM.

⑥ Restaurant school in Zurich
curriculum includes
① ventilation (kitchen + dining)
② accomodation
L cigs, cigars, dogs.

④ Transport.
ⓐ ~~IATA~~ - Franke (Nicosia)
need PM coverage
Walter Dierst @ Swissair - ~~ventilators~~ environments engineer

Ⓑ

Asset base
controversy creates an uproar
not clear if in synch w/ other cos.
– tax currently by trademark

24 factories; only foreign owned
Russia / russian joint stock

Deloitte
Jim [illegible]

[illegible] to rock the boat that — 38 U.S.
has just gotten straightened out. — 30 locals
11 ~~Russian~~ others
existing brands) national Stolichnaya, Kosmos, Prima

KOIG - Staff in dept loose GW/MCW + MW = (-1)

41-38-32 1111

BA Travel - complement to BA
- complements to Nat'l Carrier
@ time of Travel

attach alert to travel document.

Lister - Brief for Brussels
- Briefs for London - white binder

Pages/Ranchman - Reif Oct 25-27 additives.

SGC Oslo
~~Aug 30~~
~~[illegible]~~ ~~mgr.~~

* Stig Thursday Brussels 3-4.

Finnish - ~~bar smoking~~
brand dir.
Trade promo.
→ Rest now deleted.
→

~~Pages → Monday mtg in Rich.?~~

~~Vercam~~ → ① Airlines
② EAC Oct wk response to "Breathing Space"
③ ZARC

OIG → Workplace facility brochure/guideline → Quick response team for EC/EEMA.
→ ETS ~~Staff~~ EC/EEMA
→ Budget.
→ Nat'l market responsibility.

~~Lindheim → background & history~~

Dangoor → G+N status 日本

get ~~→~~ inventory of all communications programs
Y&R — USA
Workplace — Int'l / mgy.
EC - program

~~EC/EEMA → Budgets '94~~ ~~Fowler/Andrade~~
~~→ Plans '93-95~~ ~~+ SHEOS.~~

Marcotullio → ETS global task commitment. ✱
~~Betty → NYT~~
~~FL Ky salary 2LTIP.~~
~~SAS 1990B fax~~

~~Sullivan/Mag ~~EA~~ EAC plan? does one exist?~~

Planning - Anne's role; ICAO
- Budget
- Staging ← EC/EEMA/WRI
- ~~GB~~ Europe/Asia/LA
overlap, harmonization.
- plans/programs
- I "am" the European.
* EAC - Oct. 11.
PARC -

SP Memo to regions for GCB.

SV understand doc. retention policies re privacy/ETS
recent suspensions on ETS.

Ritter Huber? Paul.
Paul EC survey.
~~Rog~~
Budgets IAA
HiReCa.

Sept 7. mtg 1000 hrs. staff meeting.

Rich M. - ETS group?

** EAC plan

SAS - Public smoking plan
Sanitized plan

Rich Int'l ETS project?

T2 #
Secretary + staffing.
~~Coffee.~~
MW contract phone.

ICAO - SAFEK data on efforts to elude smoking bans & disable smoke detectors.

→ presentations to IFALP committees on safety impact of smoking bans

AO to handle

① Plan in writing
ICAO ↔ national
↑ ↑
procedural ↔ competitive
↗
Not safety
clandestine — safety.

positive health from poor air circulation.

Budget ← ICAO pln.

AU - left over projects.
Reif/Pages → IARS
→ years
→ scientific materials preparation (ref. package)
→ audit/response for Europe
Reif/Ardwell / Parsons / Mag.

TL Role of IEMC - broad plng. only; screening; IOs

Roth reply to Lausanne mtgs
Torge brief for MTS - interact w/ GT, Rogers, AR
Paul B. Lunch on 9/1?
@ WB B'fast 9/1 confirm or 8/31
OIG comments on PM Workplace Guidelines

Rich C. Open positions @ S&T Neuchatel

TL - Attributable deaths mgmt.
- Reduce mgmt for case (Aust)

Mission ⇒ ① Set policy on ETS and related (IAQ, e.g.) issues and primary (social cost / att. deaths)
② Make recommendations to mgmt.
③ Develop programs for our "clients" and making certain they are expanding programs

Staff mts 9/7

① Resources
- scientific studies
- programs
  - in markets
  - EC
  - outsiders (C&B)

② Threats
- what do we anticipate

③ Short term projects
- EAR planning
- IARC "
- Worker comp project
-

mw ~~EAC alert.~~

mw BM/Y&R grassroots ? DIG

mw Meet Forbes w. London 9/8-9

Visit task force

TL/MW Workplace policy change

Lepere - BA
EAC
CECCM role

Horst Mitigation

Lister to Helene up [illegible] - comment media

~~[illegible]~~ Oral response from
Product [illegible]

Sean TAC → Glen. @ 11:00 9:00 Lister.
~~Council~~ House 12:30 Sullivan.
Stage Place
Victoria

~~FARC - staff, counsel.~~

~~Hn How does Boston~~

Next Step matters - FACTS
① Concerns of Non-smokers/smokers & audiences.
② Finance/Profits
- impact of rest (attached analysis)
- $ available.

~~deja vu~~ deja vu

Pat

Staff meeting = Facts / Conclusions / Tobaccoway
Tues ✓ 10:00 - 4:00

- ~~Consumers (customers)~~ Audiences - consumers
  - 3rd-pty
  - leg. media,
  - reg.

Reif

- Finances
  - = revenues affected by laws
    - growth rate
    - facts and figures
  - - monies available
- Crossfunctional
  - - science
  - - social (trends)
  - - media
  - - regulators
  - - legislators
  - - legal
  - - private mkt
- M.E.D.
  - Management
  - Employee skill } people
  - Depth.
- S.W.O.T.
  - - for PM & competition
- Objective - protect consumers ability to use the product.
- Strategies
- Plan

Resources
- Field CA. 3rd pt.
- HL allies. Force.
- JS
- HR
- AA
- Clister.

~~Reasons mtg - BA - monthly phone reports~~

D16 ~~- IARC plan.~~ - SGC staffing.

- ~~Benchmark - Horst/Allies~~

~~pub TAC courted me back. In about one month.~~

~~asked~~ TAC - grassroots.

BA

~~JS Status of implementation of Directional Issue.~~

AA Barry Palen - ref to TAC

~~R. Dorsh(HL) - Easy, quick clever arguments~~
~~- speaking points; with humor.~~

~~Thaps Healthy Bldg '94.~~

* Sarace contact of SCR scientific

Germany - insurance △
problems - redefining insurance criteria

Model legislation priority list

MR/HL Quick response - pitch
STS speaking points - facts - levels / layman.
comm. process.
listen OR / supps.
surveys on smoking

Reif - Material

~~mw Call for Bitros re BA for air quality study.~~

WB Paul Out VIIII W2SH ← " Marc DWB DDG

~~TL Rosh Hashanah~~

Becker - Nov 12 conference incl. Passive Smoking - SBS
Environmental ~~Symposium~~ Committee has
asked gov. working at the Commission to
make presentations on SBS / Passive Smoking
wants expert
scientists

probably a relation between Hess and Passive Smoke
research paper

mea
Jeff
A PR campaign for the committee.
the staff who organize are not competent
to

Hemmick in charge of getting intelligence on issue
then will help line up witnesses

Presentation to Field Staff 9/9

1. WRA role/structure
2. Key Issues JARC/EARC
3. ECCM feedback & take away
4. Dovetail to Field to track '89 Directive & Resolution

- MW Forest campaign material: → messages/pt material
Ian Birks

OTG Thorn mortality
OB
3YP
} status → proposals.

Programs

EC Affairs who currently works on EC Affairs
– whatever … Trade Associates ?
OMCS ? ~~ECCM ETS~~

~~HL MW – G7 Forest campaign~~

~~JS – report of implementation of directives by Member States~~

HL MW G7 Benchmark findings

EEMS – Strg root anyhow
– Weak mobile unit a dev
– unsophisticated folks on the ground

✱ Action ← ups to labor /employers.
→ media.

MW Get IEMC Agenda
MW Schedule mtg w/ TAC and Sept.
- use of IEMC
- incl.

MP Facilities Guideline Δs

EAC
Lack of profile of issue in UK.
How to be effective without creating more visibility to issue.
media that would cover it hear our side
- tabloid
① → media that cover it, may not

DHHS is a wild card - Bottomley cause célèbre

HEA ads on deforestation

(2)
2 options practical,
ETS impact - Travel (lost), home (no), hospitality/leisure, wkpl.

UK lawyers prevent push against against bans for fear of co-liability.

- common sense
- ventilation
- separation

Defensive - liability
talk radio

Media wisdom is that ETS ~~smoking~~ is a problem

* Fair play (vs freedom)
plays against non-smokers

DIG – Thoma monthly reports
– Mkt OB of ETS
– 3YP " "
~~– BA letters travel dept.~~ ?
~~– IARC ptn~~
– sept Jan dinner
– Horst – allies
– market programs

– Board Sunday 26th when
27 wk (~~Fd~~) (Food)
28 wk (~~Food~~) (Tob)
29 " (Bd. mtg)

wk w/ Lister & PR

→ Press release fall or Dec. [illegible].
[media owners – dialogue up close]
Have done pre-emptive briefings ~~&~~ w/ EPA.

Right reason = influencing what happens during that week
– greenness testing.

Shotgun no good
1 or 2 main media points ←
regional papers.

VdC - board level decisions not to
no real impact but

BA - Rothmans interested in grassroots campaign

Dembach - agrees Germans are focused on scientific
issues but shortsighted re political vulnerability.
- feels VdC is not addressing issues the
way it should be.
- VdC has dropped all campaigns, while rest of
EC is each

597-0840

Mops - use Hatton's R&D in Finland to test as
smoking lounge
- write up in a paper → for HB '94
- PM shouldn't have to pay for brochure.

Hurley/Handley - briefing to TAC

Oxberry – AECO decision in Aust. disempowered UK-industry from taking action in the UK? For 2 years!

– Didn't know about EAC campaign!

– Welcomes initiative
  – wants TMC to have plan;

SGC – Will assign A. White(?) to Quick Response
  will advise after Sept 30.

Mops – Healthy Bldgs.

  – Nordic Horeca material for Stg

  – ~~Impact~~ Two HoReCa – } need plans
  EHA –

Lister Perry – post-doctoral program

~~CIAR – funding RJR-Int'l~~
~~Southern France research~~
~~– if funding only via CIAR~~
~~and RJR-Int'l must pay~~
~~$250,000 to CIAR + research itself~~
~~RJR $1.250 mio~~
~~↓ $750 K~~

IARC - SH&B - coordinating assessment of
regulatory impact of
- would we do it of local advisors

Carchman - get facts right first, then consider getting SH&B.

[redacted]

Hazeltine
Guerin
"Hopkins"/Matinowski (CIAR)

44-71-629-7777

HL - ~~Peter whipping in Brussels, ex Fleischmann~~/ Hillands
~~32-2-767-0638~~ KD will arrange mtgs

TL - does Ted want to review secretaries.

~~GW Commission conference.~~

Need Andrade to review

C&B Needs to be managed from perspective of
legacy the details blue too
priority for comm & govt relations.

HL create news agency. Survey data
EC-CDIT?
get the news out

EC tour
#1 Germany
#2 Holland.
France - Marie Helene, Helen Bougois. ETS

Insurance research

HL - PM research
Benchmark.
- ~~Eurolo~~ Hotrec ey [illegible]
☆ - Media plan for EAC - PM network ☆. Brussels

AA → pending legal issue

NY based.

John Roberts m&f London / 071-630-5651.
Tom Crean ASS
T-Th / 2-735-5870

old time
Time of day morning, evening / break

Rest/Hotels - Paris

Burswood

Doesn't deal w/ LC only respiratory.
Criminal standard w/ a high burden of
proof. Defendants evidence is high.

EPA won't affect EPA litigation, says Chuck.

Tony - prepare a brief on the Burswood case

worker comp.
ABI.

Tony worker comp. - Brookstead
U.K - Int'l Comm of Counsel.

Beeckenz → Insurance brief

x 3564

71-839-2506. Teresa
Lywelln

TL Is there an int'l association of casino operators

WB Advise DIG - WHO IX WCSorH

~~River's~~

Rest. Ass'n in Budapest hotel '91 HoReCa mtg.

Horst →Hotrec

HoReCa – Hbescher –

UK. IDS – reports significant coverage
– lead story spokesperson

Privacy issue outrageous to U.K.
Californians gone too far.
– U.S. as laughing stock.
anti-big brother.
Med & small whpl. represent opportunities.

not well briefed enough
don't tie into 'Hunt' well
stay reactive.
seize our initiative to offer solution
govt willing to talk! (balance health w/ v. tax rev.)
– free choice.
– fiscal objectives.

Viznews

MW Registers accomodation TM

1. ~~Outline paper by CECCM.~~

GMAR

~~Sei~~

IEMC - Seita

- Key is the recruitment & training of participants
- Pogge → Rely to review & discuss w/ Rowland.

AA Yano/Lee study also w/ Leo.

~~Response team.~~

BM Press release for U.K.

HL - need to research which markets would be useful for IARC briefing
- list of journos.

MARGE KOVACS

~~H1 Petes whippy~~

UB Cough up $ IHA $5K grant.

Kanter 32-2-640-5200

IEMC - @ 11:00

Tully - didn't communicate to USTE re: Burswood

- not getting my reports.

add TL et. al

☆ Ritter (HL) EAC rebuttals - based on BASP -
Pages Conform mtg in Richmond.

M	Tu	Wed	Thurs
→ Donch whippy	a.m.	open	IEMC

TDC - get IARC leg. papers

Michelle Jacobs. Marlboro → Lady
chesterfield - health claim
Philip Morris (~~[illegible]~~) Commande
for postcards.
you can't provide for "commercial" purpose we
would be willing to give away.

AW -

AM - FYI I have asked MA to develop package of
~~[illegible] Burswood~~

→ Weekly
→ Call Ted

* health claim: appropriateness of ad in today's climate
(con license)
* anti-advert laws - world it constitut

Wed. a.m.

Paris AF 5:05pm 28th - Meridian

London

DWB IHT article on smoking
Roger Coles

Plan ICAO - bilats 5 yr.
vol.
airports

perception Eurobarometer.
sample
on mkting $

CECCM First chapters on context of issue.
Causes of absenteeism w/ all the issues
family, stress,

HL Eurosurvey on absenteeism and productivity -
US chamber study

① Comm plan

② Fire brigade - comm + lobbying. (A/S intelligence gathering)

DONCK the informal network

Patrick [illegible]

- Chuck Lester
- Tony Andriade / SH&B
- Ron Borelli

* Insurance issues in EC.

primary

ETS

↓ Primary ETS

major [illegible]

↓ Comm

↓ Costs. < primary / ETS / other cos.

undermines all the courtesy / accom. programs.

AA Get Finnish 5 yr study

high mortality in control & those in non-regulated populations after 15 years. Tb stressed: suicide and accident.

mP/HL Safeguarding the future - w/ extracts

Ingemo

TAC.

TR "no prop

Labeck

Bus. offer

Clive Turner

EDS damages
BASP inconsistency
Eurobarometer.

EAC ① radio media strategy

– Curtis strategy is to get NS to explain

② "Hear the other side." on ETS launch in Oct.

MW propose paid media campaign [illegible]
TAC Bochum

* Smokers don't mind the bans.! so how to push for accomodation.

MW Christoff Walter – Freedom air info.

MW ~~Call Rich re Tues NOV 23 1.00~~ / comm
~~HL Reid Wed NOV 24~~

~~HL German symposium media list of cust journalists.~~

~~DIG TAC problem~~

~~Tully Burswood.~~

~~JG TIA v. Woodward.~~

~~RM Taylor support of BA~~ LR/HK/

BASP) EAC 0520

9WCOS&H - HRT story / Seckler.

HL Eurobaromter critique

EVENT for Dee

~~BS/HL leg target / media. test~~

~~HL ARISE media~~

Hume - High level House
Day of day. Helene

→ { Gildich (Glidich)
{ Kaplan

~~46 8 705 7200 Eugeno~~

46 10 215-6293

he is either thinks were incredibly stupid
or is incredibly patronizing!

1-25